ABSTRACT

A television advertisement system whereby a viewer retrieves advertisement teletext contact information of an advertisement that has been displayed on the viewer's television by using a wireless remote control device. The invention provides the means for a viewer to easily obtain ad' contact information, in-hand, which can then be used at will. Teletext data is associated with an advertisement video signal, which is then decoded and stored in the television's or TV's set-top box's page memory. The viewer can retrieve, on demand, the advertisement's teletext data stored in the television's, or set-top box's page memory by using a wireless remote control. The advertisement data is transferred to and stored in the remote control's memory. The data is displayed on the remote's screen. The data stored in the remote control can be used to automatically contact an advertiser for further information, or to purchase an advertised product or service. This is achieved by wirelessly transferring pertinent contact information from the remote control to various communication devices, such as a computer, a telephone, a PDA, etc.